



An invitation to exhibit at the—

2008 ITS-Michigan Annual Meeting & Exposition  
***"Integration of Technology and Services—  
a World of Innovation"***



**May 13–14, 2008**

Rock Financial Showplace  
46100 Grand River Avenue  
Novi, Michigan 48374

[www.itsmichigan.org](http://www.itsmichigan.org)  
[www.rockfinancialshowplace.com](http://www.rockfinancialshowplace.com)  
[www.michigan.gov/MDOT](http://www.michigan.gov/MDOT)





JENNIFER M. GRANHOLM  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF TRANSPORTATION  
LANSING

METRO REGION OFFICE

October 9, 2007



KIRK T. STEUDLE  
DIRECTOR

Dear Prospective Vendor:

Over the past 11 years, Michigan Department of Transportation (MDOT) and Intelligent Transportation Society of Michigan (ITS Michigan) have partnered to host an annual meeting to present and discuss ITS issues, plans and concepts. This annual event also provides an opportunity for the vendors of video and data communications and compression technologies the opportunity to demonstrate their products to a wide range of public sector decision makers. Over the past years the combined event between MDOT and ITS Michigan has grown time and time again. The event last year far exceeded our past experiences for this meeting and really set new goals for the group.

The 2008 event is proving to be another great networking opportunity, informational program about ITS in Michigan and throughout the United States and forum to showcase ITS technologies in the exhibit hall. The 2008 Annual ITS Michigan meeting and Exhibition will be held on May 13 and 14, and is an event you won't want to miss. The event planning is well underway and the following speakers have already been invited, with a majority confirming: Jennifer Granholm, Governor of Michigan, Kirk Steudle, Director of The Michigan Department of Transportation, Jim Epolito, Head Economic Development Corp, Dan Muhlern, First Gentleman of Michigan, Mark Hallenbeck - University of Washington, Shelley Row - USDOT, Dr. Henry Petroski - Author.

As you can see, excitement for this conference is brewing, and plans are being set in motion earlier than in years past. Your company is invited to participate in this event and benefit from the long lasting business relationships that will be formed. By participating in this event you can gain the attention of transportation and technology professionals in Michigan and other states across the country, all dedicated to developing and/or deploying ITS technologies.

ITS in Michigan is being viewed as one of the key components of improving safety and mobility on our roads. ITS Architectures and Deployment plans are being finalized for the entire state, and with the pace of the plan development, the annual ITS Michigan meeting and exhibition will provide you with the opportunity to network with people throughout Michigan in one location. Past events have provided vendors with personal contacts in the past that have really paid off. The event will also provide vendors and attendees an opportunity to experience ITS and VII first hand. Yes, the live demonstrations are coming back and they are bigger and better than ever. Michigan, as home to the US DOT Vehicle Infrastructure Initiative (VII) Proof of Concept Test and the Connected Vehicle Proving Center, is at the core of these exciting new technologies, and we are excited to be showcasing the best and the newest technologies associated with these important programs.

Where else could you spend two days and get the exposure that this event will provide? You will have the opportunity to talk to those very individuals that are leading the ITS and VII programs in Michigan. These opportunities for VII demonstrations on-site are a rare opportunity to touch and feel the future - today!

The Michigan Department of Transportation would like to personally welcome you to exhibit at this event. Please complete the Exhibitor Registration Form included in this packet and return to the appropriate address. If you have any questions about exhibiting at this event please feel free to contact Michele Mueller at 248-431-1443 or [muellerm2@michigan.gov](mailto:muellerm2@michigan.gov). See you in May!

Sincerely,

Greg D. Krueger, P.E.  
MDOT ITS Program Manager



*Dr. Peter Sweatman, President*  
University of Michigan Transportation  
Research Institute

*Steve Underwood, Vice-President*  
Center for Automotive Research

*Steven Fern, Treasurer*  
Suburban Mobility Authority for Regional  
Transportation

*James Schultz, Secretary*  
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SEMCOG

Frank Cardimen  
Traffic Improvement Association

Charles Moore  
URS

Hassan Saab  
Wayne County

Shahamy Khasnabis  
Wayne State University

October 15, 2007

Dear Partner in ITS,

Our 2007 Annual Meeting and Exposition showed impressive growth in the number of delegates and participating companies, and was by any standard a huge success. ITS Michigan membership is currently at a record high, with over 60 corporate members.

I'm pleased to say that there's much more to come.

In 2008, we are aiming to literally demonstrate a world of innovation in ITS technology and services. The 2008 ITS Michigan Annual Meeting and Exposition will be the leading mid-year ITS event in the nation. I invite you to come and join us, and be part of the combined strength and purpose we have in Michigan. Our demonstrations, particularly on VII, will be the most advanced yet seen as we all move towards another world congress on home soil.

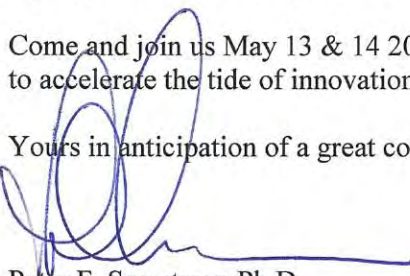
The 2008 Annual Meeting will feature speakers of national and international standing in ITS alongside presenters who will articulate the broader challenges of technological change in society. We all have the opportunity to take part in an exciting era of innovation in transportation.

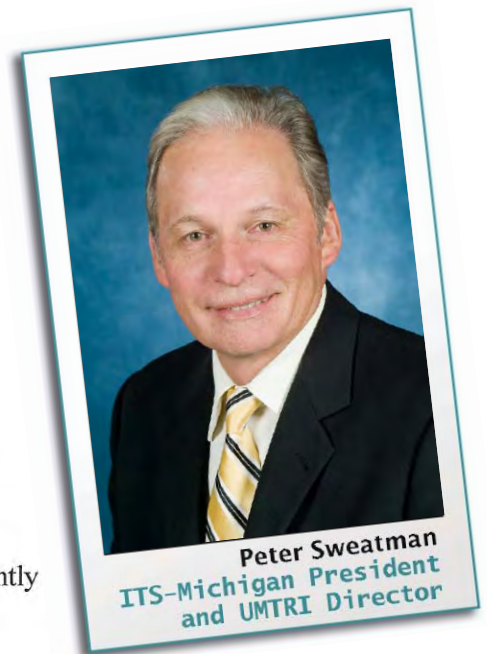
The 2008 ITS Michigan Annual Meeting & Exposition will be held at the Rock Financial Showplace in Novi. The Meeting and Exposition will be in close proximity, with increased exhibition floor space available in comfortable conference-quality surroundings.

ITS Michigan is proud of its strong partnership with Michigan Department of Transportation in the development of the Annual Meeting & Exposition and in highlighting the "Michigan factor" in making our lives better through ITS.

Come and join us May 13 & 14 2008 for a premiere ITS event which is going to accelerate the tide of innovation in highways and automotive transportation.

Yours in anticipation of a great conference,

  
Peter F. Sweatman Ph.D.  
President ITS Michigan



# Join Us as an Exhibitor

## Benefits to Exhibiting:

- Maximize your visibility to transportation and technology professionals.
- Showcase your company's products and services before a select group of attendees.
- Meet attendees seeking the latest ITS solutions, technologies, and services.
- Make connections with key staff to develop partnerships.
- Opportunities for networking in a relaxed environment.
- Meet MDOT and local agencies.
- Advertise your company in the *Buyer's Guide*.
- Receive an exclusive *Buyer's Guide*.
- Have your company's name printed in the *Buyer's Guide*.
- Receive a list of all attendees (name and company) prior to the event.
- Receive a ticket to Andiamo Novi for dinner and a show at Second City Comedy Club.

- **Receive a 1-year membership to ITS-Michigan**

(available to new members **and** renewals).



Kirk Steudle  
Michigan Department of  
Transportation Director

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### FORM, LAST PAGE:

*Exhibitor Registration Form*



# Who You Will Meet

## Audience:

- Academic and research development staff
- Automotive and industrial engineers
- Elected officials
- Homeland security and public safety representatives
- Federal, regional, state, and local transportation officials
- ITS consultants
- Original Equipment Manufacturers (OEM's)
- Systems integrators



## featuring:

- VII DEMONSTRATIONS!

## Technologies on Display:

- Integrated vehicle control and safety systems
- Real time travel information technology
- Traffic control systems and equipment
- Variable message signs
- Wireless telecommunication systems
- Weather information systems
- Video communication
- Pavement condition information systems

# Exhibitor Registration Includes

- 1 - exhibit pass
- 1- 10' x 10' exhibit area with 2 chairs and choice of one 6-foot, 8-foot, or high top round table
- Standard electrical 2-plug hook-up (additional power is extra)
- Wireless internet access (direct internet access is extra)
- Reception on Monday, May 12, 2008, at Rock Financial Showplace from 4:00 P.M. – 6:00 P.M.

- Breakfast and Lunch provided Tuesday and Wednesday, May 13–14, 2008.
- 1 - ticket for dinner and comedy show on Tuesday May 13, 2008.
- 1-year membership to ITS-Michigan (for new members and renewals).

*Exhibitor needs for additional telecommunications or electrical power must be arranged for by the exhibitor with NEC.*



# Exhibitor Deadlines & Rates

- To be listed in the *Buyer's Guide*, registration and payment must be received no later than March 1, 2008.
- *Buyer's Guide* will be provided to attendees at the show.
- For each additional exhibitor representative attending, add \$125.
- For each additional ticket for dinner and comedy show, add \$55.
- Registrations will be accepted through 5:00 P.M., April 15, 2008.

## Cost:

**\$465** "EARLY BIRD" RATE—  
*See details on form.*

**OR**

**\$510** *Due by 5 P.M.,  
April 15, 2008*

## Set-Up:

**Monday, May 12, 2008**  
3:00 P.M. – 7:00 P.M.

**Breakdown:** **Wednesday, May 14, 2008**  
*Breakdown can  
commence at  
completion of  
the show.*

# Locations & Info

## Convention Center

### Rock Financial Showplace

6100 Grand River Avenue

Novi, MI 48374

Phone: (248) 348-5241

Web: [www.rockfinancialshowplace.com](http://www.rockfinancialshowplace.com)

## Accommodation

### Crowne Plaza: Novi

*(Official Hotel of the Annual Meeting  
& Exposition)*

27000 Sheraton Drive

Novi, MI 48377

Phone: (248) 348-5000

Fax: (248) 348-5060

Web: [www.cpnovi.com](http://www.cpnovi.com)

*Rooms are available for \$129.00/night*



## Evening Social Event

### Andiamo Novi

42705 Grand River Avenue

Novi, MI 48375

Phone: (248) 348-4448

Web: [www.andiamoitalia.com](http://www.andiamoitalia.com)  
[www.secondcity.com](http://www.secondcity.com)

*Dinner will be held in Andiamo's main  
restaurant followed by the Second City  
Comedy Club show in adjoining building.*

## Contacts

### Exhibits/Vendor Registration

Michele Mueller

Phone: (248) 483-5133

Email: [muellerm2@michigan.gov](mailto:muellerm2@michigan.gov)

### Attendee Registration

Trudy Bahr

Phone: (734) 936-2070

Email: [ttbahr@umich.edu](mailto:ttbahr@umich.edu)

### Sponsorships & Membership

Peter Sweatman

Phone: (734) 936-2070

Email: [president@itsmichigan.org](mailto:president@itsmichigan.org)



# Exhibitor Registration Form

for the first time—  
**ONLINE REGISTRATION! \***

## CONTACT INFORMATION

Please complete all information  
only if registering **by FAX or mail**.

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## REGISTRATION

\*Additional exhibitors you list **here** receive the \$125 rate.  
Anyone added **later** must pay the regular registration fee (\$250).

### Early Bird Registration

**Payment Faxed or Postmarked By 12/31/07—** Booth Fee: \_\_\_\_\_ @ \$465.00 = \$ \_\_\_\_\_

### Regular Registration

**Payment After 12/31/07—& DUE BY 4/15/08—** Booth Fee: \_\_\_\_\_ @ \$510.00 = \$ \_\_\_\_\_

Name of Lead Booth Representative (part of booth fee): \_\_\_\_\_

E-mail of Lead Booth Representative: \_\_\_\_\_

Number of *additional* exhibitor representatives: \_\_\_\_\_ @ \$125.00\* = \$ \_\_\_\_\_

Names of Additional exhibitors:

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |

Number of additional tickets for dinner and comedy show: \_\_\_\_\_ @ \$55 = \$ \_\_\_\_\_

Submission of this registration indicates acceptance of rules and  
regulations for the 2008 Annual Meeting & Exposition for Exhibitors.

**GRAND TOTAL: \$** \_\_\_\_\_

Exhibitor Inquiries—Call Michele Mueller (248) 483-5133, or e-mail [muellerm2@michigan.gov](mailto:muellerm2@michigan.gov).

## METHODS OF PAYMENT

**\*NEW! — ONLINE.** Online registration & payment can be submitted via conference  
page of the website instead. **Go now to [www.itsmichigan.org](http://www.itsmichigan.org).** ◀

**OR FAX OR MAIL-IN.** Print this form, and fill out and fax to (734) 764-1557 or mail to:  
ITS-Michigan Annual Meeting & Expo 2008, c/o U-M Marketing and Conference Services, 627 Oxford Rd.,  
Ann Arbor, MI 48104-2634.

On behalf of my organization, I agree to pay the above amount for the 2008 Annual Meeting &  
Exposition, scheduled for May 13-14, 2008. Signature: \_\_\_\_\_

\_\_\_\_\_ I am enclosing a check in the amount of \$ \_\_\_\_\_ (made payable to University of Michigan).

**OR**

\_\_\_\_\_ I authorize the University of Michigan to charge my (check one):

\_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ American Express

**for a Grand Total of: \$** \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_ Authorization Code: \_\_\_\_\_

Name as appears on Card: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_